

Wyoming's Prevention Framework to Reduce the Misuse of Alcohol Community Implementation Workbook 2008

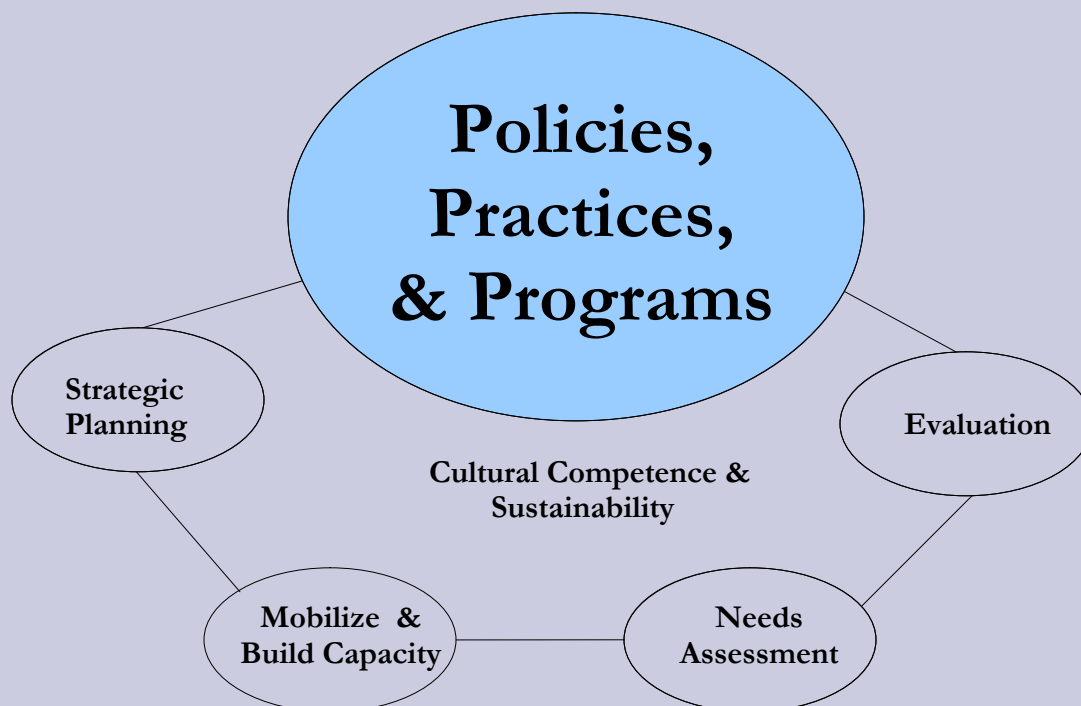


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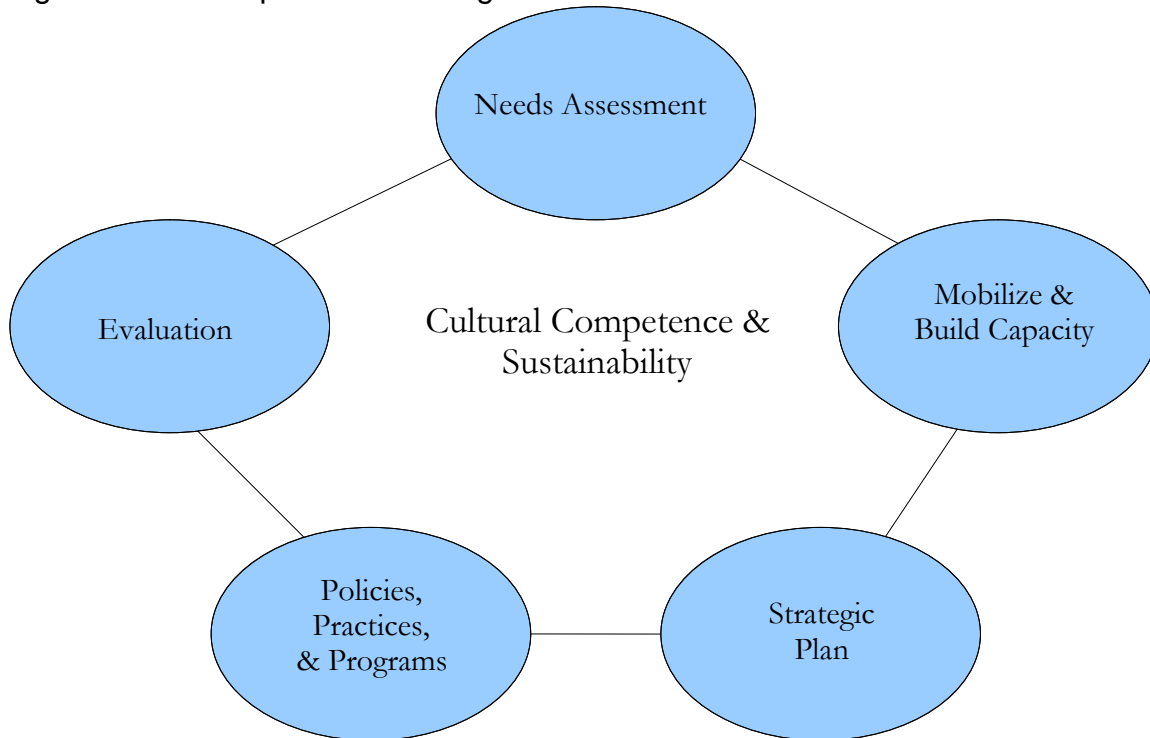
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Introduction

Wyoming received the Strategic Prevention Framework State Incentive Grant (SPF SIG) from the Federal Substance Abuse Mental Health Services Administration (SAMHSA) on September 30, 2004, along with 20 other states and territories.

The purpose of the project is to implement the five components of the SPF planning model at both state and community levels in Wyoming. The following diagram details this process.

Figure 1. Five Steps of the Strategic Prevention Framework Process



At the state level, Wyoming has completed the needs assessment and strategic plan. Mobilization and capacity building take place throughout the project. Wyoming's needs assessment identified the targeted problem as the misuse of alcohol and its consequences, and Wyoming's allocation strategy funds all 23 counties and the Wind River Reservation as Prevention Framework (PF) community grantees. On June 15, 2007 grantees submitted their local needs assessments, and in September 2007 grantees completed their strategic plans outlining the evidence-based strategies they will implement over the next three years. An evaluation workbook was completed with each community during the winter of 2007/2008.

Outcome-Based Prevention

The foundation of the PF process is the outcome-based prevention model.

Figure 2. PF Needs Assessment Logic Model

In this model a community details its substance-related consumption and consequence data, researches the causal areas that may impact these problems, and chooses evidence-based policies, practices, and programs to address the identified causal areas.

Purpose

The purpose of this workbook is to help PF funded communities create a multi-year implementation plan that provides a blueprint for how to reach their goals. This means you will use this workbook to create timelines and benchmarks for your work between now and the fall of 2010, and you will use this workbook to coordinate the many prevention efforts taking place in your community. This workbook will also serve as your application and next year work plan for PF funding between October 1, 2008 and September 30, 2009.

This workbook differs from your PF strategic plan in many respects. First, the strategic plan linked the causal areas identified in your community needs assessment to evidence-based strategies. These strategies were listed, but very little was done to detail how they might be implemented over the course of the project. Second, while the strategic plan identified strategies funded by the PF project it did not require you to integrate these strategies with other efforts in your community.

Keep in mind that Wyoming has identified the targeted need for this project as the misuse of alcohol.

“Misuse of alcohol” means that:

1. The primary target for the PF is underage drinking, and adult binge drinking. Underage drinking refers to any use of alcohol by anyone under the age of 21, while adult binge drinking refers to those 18 years and older who have five or more drinks on any one occasion.
2. The secondary target for the PF is the most significant consequences of the misuse of alcohol in Wyoming: alcohol-related crime, alcohol-related motor vehicle crashes, and alcohol dependence and abuse.

Workbook Goals

The implementation plan decided upon here will lead to the following tasks.

Revisit your Needs Assessment and Strategic Plan

This workbook requires that you take a second look at your community needs assessment and strategic plan. This section will give you the chance to update any changes you may have to your community's targeted causal areas or to your community's chosen evidence-based strategies.

Identification of Community Prevention Efforts

One of the goals of this workbook is to help you integrate prevention planning in your community through the identification of all of your community's prevention efforts in order to communicate and plan together as well as collaborate when appropriate. Some of the efforts may be PF related while others may not be. For example, your community is likely already working on the Most of Us, FACE, and The Line campaigns. You also have a Prevention Block Grant provider and Tobacco Prevention Coalition. By identifying all of the prevention efforts and stakeholders in your community you can better create a multi-year plan.

Create a PF Calendar

The final product of this workbook will be a calendar that details your implementation plan from October 1, 2008 to September 30, 2010. This calendar will include the major benchmarks for your PF project and for other relevant prevention efforts in your community. It is intended to both keep your work on track and help you to integrate and collaborate with other prevention projects.

Budget for FY2009

Finally, you will be asked to complete a budget for October 1, 2008 to September 30, 2009.

Workbook Organization

Again, there are three major sections in this workbook. They should be completed by the PF coordinator working with the local community advisory council (CAC) when appropriate. The PF coordinator and TA providers will make site visits as necessary during July 2008 to work with you and your CAC to complete this workbook. Again, this workbook will serve as your next year work plan and application. It is due on August 15, 2008, and the Mental Health and Substance Abuse Services Division will review and approve these as part of the contract process that will be complete by September 30, 2008.

A final copy of the Implementation Workbook should be submitted electronically to:

Keith Hotle, SPF SIG Coordinator
Wyoming Mental Health and Substance Abuse Services Division
keith.hotle@health.wyo.gov
(307) 777-3352

Revisiting the Needs Assessment and Strategic Plan

Please complete Table 1 below using information from the community needs assessment and strategic planning workbooks. At this point it is appropriate for you to change your prioritized causal areas if circumstances in your community have changed and you have data to support this change. It is also appropriate to change your chosen strategies at this point. You may already have accomplished a policy change or you may realize that your chosen strategies don't fully address your causal areas. This is the time to revisit and update your strategic plan.

In updating your strategic plan keep a couple of things in mind. First, the goal of the PF project is to decrease alcohol consumption (adult binge drinking and underage drinking) and its consequences (alcohol-related crime, motor vehicle crashes, dependence, and abuse) in your **Community**. You should look at the evidence-based strategies in your current strategic plan and ask yourself, "will these strategies change alcohol-related problems at a community level?" Keep in mind that though a mentoring program is a good evidence-based prevention program it is unlikely by itself to make community level change. With this in mind we **Strongly Suggest** that your strategic plan include environmental policy change, and we believe the best strategic plan will be a comprehensive set of strategies that lead to community level change. Evidence-based strategies you have chosen or have changed from your strategic plan should be from the list below. A full description of these policies by causal area can be found in Appendix A, but in general they include the following:

Retail Availability

- Mandatory Responsible Beverage Service
- Compliance Checks
- Outlet Density
- Happy Hour Restrictions
- Warning Signs Posted at Retail Establishments

Criminal Justice

- Enforcement
- Judicial Changes
- Public Awareness of Enforcement

Social Availability

- Social Host Liability
- Restricting Access to Alcohol
- Party Patrols
- Restriction on Drinking Locations and Possession
- Curfew Ordinances
- Noisy Assembly Ordinances

Promotion

- Advertising Restrictions
- Counter Advertising
- Billboard Bans
- Media Advocacy Education

Community Norms

- Alcohol Restrictions and Security at Community Events

The first step in the implementation workbook process is to list the Causal Areas and Evidence- Based Strategies identified in your current Strategic Plan.

Table 1. Targeted Causal Areas and Identified Strategies

Potential Causal Areas	Is Your Community Targeting this Causal Area? (Yes or No)	What Evidence-Based Strategies are being Implemented to Address this Causal Area?
Retail Availability	No	Not Applicable
Criminal Justice	No	Not Applicable
Social Availability	Yes	Keg registration Reducing High Risk Drinking (RHRD)
Promotion	No	Not Applicable
Community Norms	Yes	Social norms campaigns Social marketing campaigns Statewide media RHRD

Potential Causal Areas	Is Your Community Targeting this Causal Area? (Yes or No)	What Evidence-Based Strategies are being Implemented to Address this Causal Area?
Individual Factors	No	Not Applicable

Question 1.

Have your targeted causal areas changed? If yes, what data supports this change?

No, Our targeted causal areas are still the same. We are going to target Social Availability and Community norms due to the fact that they were the first two prioritized. In working on these area, we will be addressing some individual factors also, but resources are in place to target individual factors already. It is agreed that our youth are not getting alcohol from retail establishments, but from their homes or older friends. We believe that our risks may be higher because credible opinion feel that approximately 80% of alcohol related incidents may go undetected. In working on community norms, criminal justice issues may also be affected.

According to our consumption data, there are more 6th-12th grade students bingeing by 43% more than the adults. The community norms in the perspective of youth and what “normal” drinking is was shown as a concern, along with the fact that it appears to be normal for youth to get there alcohol from adults by a rate of 73.3%. Our consequence data revealed Platte County as having higher than average percentages for youth drinking and driving, vehicle crashes involving alcohol, and the highest percentage of alcohol dependence in the state, alcohol related fatalities and fatal car crashes. Finally, alcohol related crimes in Platte County are higher than the State’s average when considering adults driving under the influence. We believe driving under the influence should also be a focus for both juveniles and adults.

Question 2.

Have your chosen evidence-based strategies changed from the original? If yes, what are the changes and why did you make them? Yes

We are no longer going to work under the Community Trials Intervention to Reduce High-Risk Drinking (RHRD Trials). This is a multi-component, community-based program developed to alter alcohol use patterns of people of all ages (e.g., drinking and driving, underage drinking, acute [binge] drinking). The program uses a set of environmental interventions including:

- Community awareness
- Responsible beverage service (RBS)
- Preventing underage alcohol access
- Enforcement
- Community mobilization

Its aim is to help communities reduce various types of alcohol-related accidents, violence, and resulting injuries.

In theory, this evidence-based strategy is good, but the company, RHRD is non-responsive to our community. However, after receiving the training from the RHRD, the coalition felt affirmed that we were on the right track already and had already begun initiating the interventions that were “introduced” to us. We will continue to work on community awareness, enforcement, community mobilization and underage alcohol access.

If your current plan does not include at least one evidence-based strategy per casual area from the list on page 6, or only includes CMCA, then you should meet with your CAC to review and approve

changes. This makes for a more effective planning process and creates important “buy in” for CAC members as you move forward with the implementation of your PF strategies. Figure 1 below details one possible process for working with your CAC to update the PF strategic plan. Feel free to use this process as outlined or to pick and choose the portions that will be most important for your CAC. The PF coordinator and/or WyPTAC representatives can meet with your coalition to aid in this process if you would like.

Figure 1. Steps to Working With a CAC to Update or Create a Strategic Plan

1. Call a meeting of your coalition and get as many people there as possible. Inform coalition members that this is the meeting where they will choose from the various policy changes/evidence-based strategies within the causal areas chosen in the needs assessment workbook.
2. On a white board, blackboard, or and easel print the titles of the two casual areas identified in your needs assessment workbook. For example, social availability and community norms.
3. Under each casual area, write the list of evidence-based strategies for that casual area shown on page six of this workbook. These will be the strategies in which the coalition will chose from to work on.
4. Begin the meeting by reviewing the results of the needs assessment with the coalition, the casual areas chosen and the evidence-based strategies under each casual area.
5. Facilitate a discussion of the strategies under one causal area. The discussion should be about what each strategy is, what it would take to get that strategy/change accomplished in the community, and how many of the listed strategies could be attempted by the coalition. The coalition should probably attempt no more than two strategies under each casual area. Discussion of the strategies under each casual area should be limited to around thirty minutes.
6. When the discussion of strategies is concluded, give each person a magic marker or two stick-on dots and have each coalition member go to the list of strategies and vote for the two they believe would have the highest impact on the community, that they would be interested in working on, and that they believe would have a good chance of successfully being accomplished. Count the votes and note the two strategies that received the most votes.
7. Move on to the next casual area and go through the same steps as outlined above for selecting policy changes/strategies.
8. At the completion of the selection process you should have at least two and up to four policy changes voted on to accomplish. Facilitate a discussion of how many

strategies the coalition believes it can work on. A minimum of two should be chosen.

9. Inform the coalition that the next meeting will focus on identifying the action items that would be necessary to get the changes accomplished. Schedule the next meeting and have them think about what the action items might be before you meet again.

Identification of Community Prevention Efforts

In Table 2 below, list all prevention efforts and initiatives running in your community which may impact the PF project. The table has been pre-populated with a number of projects that are likely in your communities already, and several blank rows have been included for other potential projects. Also, list the strategies being implemented, any important dates that each program has identified on their implementation calendar, if any, and the local contact for each project.

Table 2. Local Community Prevention Efforts

Local Prevention Initiatives other than the PF	Strategies	Critical Dates	Local Contact
Federal Prevention Block Grant	Science Based- All Stars Afterschool program for Middle School	Oct. 2008	Krista West
Most of Us social norming campaign	Parent Surveys with PNA 2008 and Market to those results.	Nov. 2008	Krista West
The Line social marketing campaign	Attend Social functions. County Fair. Have Youth involved in spreading the message at the local downtown teen site.	July 2008 July 2009	Krista West
Wyoming's First Lady's Initiative	Information dissemination. Web and pamphlets, magnets.	Ongoing	Krista West
Community Initiative to integrate prevention	Juvenile Diversion for Platte County	Ongoing	Candy Wright and Cty. Attorney Eric Jones
FACE	Information Dissemination, Youth advocacy.	Ongoing	Krista West, Lewana West
State Sponsored Anti-Drug Programs			

School Prevention Programs	DARE, High School Mentoring,	Ongoing	Deputy Grady
Law Enforcement Prevention Programs	SIDnE program, Compliance Checks, Enforcement	Health Fairs, County Fairs and on request.	Chief Chesser
Suicide Prevention Programs	State Suicide Prevention	Ongoing	Kathy Kay, Therapist
Wyoming Tobacco Prevention and Control Program	Information dissemination, Advertising, Media Education, Through with Chew, Great American Spit Out	February	Nancy Robinson

Creation of a Prevention Framework Calendar

This section requires you to work with your CAC to create a two year calendar for the PF project. You will do this by placing the steps to accomplish each strategy in your revisited strategic plan and each strategy from Question 4 above on a Google Calendar. The directions on how to use Google Calendar are below, and Table 3 provides a template for how to plan each of your PF strategies. It is not necessary to list all the steps required to accomplish the strategies of other local prevention initiatives. Rather, it is important to know about when and where these strategies will take place in order to plan your own efforts. For example, if the local tobacco coalition is attempting to pass a smokefree ordinance in the summer of 2008 you may want to wait to push the city council to address alcohol ordinances at community events until 2009. An example of an Activities Calendar for a secondhand smoke ordinance, without identification of responsible parties, can be found in Appendix B.

Figure 2. Steps to Working With a CAC to Update or Create an Action Plan Calendar

<p>Action plan calendar steps</p> <ol style="list-style-type: none"> 1. Buy two desktop calendars for the year 2008. One will be used for 2008 and the other will be used for 2009, unless you can actually find a 2009 calendar. 2. Before the calendar meeting begins, tape the months of the calendar in order up on a wall and put the dates of any of the calendar items from other prevention programs on the calendar. Other prevention dates will help determine dates you can use to reinforce your strategy or avoid, if necessary.

3. Have the coalition discuss the action steps that will need to be taken to get the strategy or strategies implemented. (These are the strategies identified under the first causal areas addressed in the selection process.) List those items on an easel, white or black board. Action steps, for example, may be:

- Conduct research on the policy change to know as much about it as possible
- Determine if any policies exist currently
- List key leaders and other interested people who would be willing to support and work on the change – develop a strategy to recruit them
- Determine who actually makes the decision on the change, e.g. city council
- Survey the council, for example, and find out what their attitudes are for the change
- Determine if there is a need for a media education campaign

4. Once the list of action items is identified, put them in order of what item needs to be accomplished first and so on until all the action items have been put in order. Depending on how easy or difficult the coalition believes the strategy may be in getting accomplished, to a large degree, will determine the overall length of the timeline. A strategy involving changing a community event may take three months, while getting a city council to pass an open container ordinance may take a year.

5. Once the action items are in order, begin writing each action step on the calendar according to when it needs to be accomplished. Determine how long it may take to get it done before the next item is put on the calendar. At the end of this process you should have a timeline of necessary action items to accomplish the listed strategy.

6. Once all the action steps have been put onto the calendar, go back to the first step and with that step, and every step to follow, determine who will be in charge of see that step through.

7. When step six is completed, you should have a timeline of action steps and assignments written on a calendar. A progress report of the timeline should be included on the agenda of every future regularly scheduled coalition meeting.

Note: Timelines can be adjusted if specific action items are accomplished either faster or slower than anticipated.

8. Transfer all the identified steps, for the coalition's strategy and any other prevention program, on a Google calendar.

Once the wall calendar is completed place the action steps, dates, and responsible parties from the wall calendar into table 3.

Table 3. Steps to Accomplish PF Strategies

Strategy: Set Policy for Special Alcohol Permits- ID Booths- Wrist Bands		
Action Steps	Day/Month/Year of Completion	Responsible Party
Town Council Meetings- Present council on setting a policy for Special use permits requiring that ID Booths be established with Trained TIPS personal at large venues selling alcohol	December, January 2008	PC2, TBD Krista West
Go back to Council for 2 nd reading and 3 rd reading	Feb., March, April 2008	PC2, TBD Krista West
Report to the Community through the paper of the Special Use Permit. Purchase Wrist Bands	May 2008	PC2, TBD Krista West
Have TIPS trainings set up and protocol established.	May 2008	PC2, TBD Krista West
Work with the PC2 groups to established the steps for the next policy change – Establishing Beer Gardens or separated alcohol consumption areas at large venues, ie. Fair	July 2008	PC2 George Kopf

Strategy: Alcohol Monitoring at Community Events. C.A.R.E. Project		
Action Steps	Day/Month/Year of Completion	Responsible Party
Chugwater Chili Cook-off Use the C.A.R.E. tool to reassess alcohol use	June 2008 2 nd weekend	Own It! Krista West PC2
Report to the Chugwater Cook-Off board on the results and make recommendations	August 2008 There next meeting	Krista West
County Fair, Wheatland Use the C.A.R.E. tool to reassess alcohol use	July/August 2008	Own It! Krista West PC2
Report to the Platte County Fair Board board on the results and make recommendations	September 2008 at their next meeting	Krista West
Meeting with PC2 and discuss the process and identify other areas of concern to use C.A.R.E.	October 2008	PC2 Krista West

Strategy: Social Marketing for Community Norms		
Action Steps	Day/Month/Year of Completion	Responsible Party
Assess Most of Us Survey	November 2008	Coalition SPF-SIG
Town Council Meetings	December, January	Coalition
Have Web Page operational	March 2008	Steve Loyd Techies- Middle School
Alcohol Awareness Month- Use the Own It! Youth Coalition to have a Red Ribbon Activity in each school. Red Day and letters on cars	April 2008	Krista West, Coalition Youth Coalition
Safe Kids- Provide Parents with information as a result of the Most of Us Survey and the identified GAP.	April 2008	HRC committee, Coalition SPF SIG Own It Staff
Put information in the paper with safe Graduation	May 2008	Own It! Krista West SPF SIG
SIDnE Program, Fairs Hands on ATOD prevention efforts for youth and adults. Simulations.	July, September 2008	Police Department, Chief Chesser SPF SIG

Draw the Line, Fairs Youth will bring awareness to the community with a Float and Parade.	July, September 2008	Own It, Tobacco Prevention SPF SIG
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Take the information from Table 3 and transfer it into a Google Calendar. The purpose of the Google Calendar is to help coalition members, WyPTAC, WySAC, and State Prevention Coordinators follow your progress and provide support and technical assistance. Please find instructions for building your Google Calendar in Appendix C.

Prevention Framework Budget for October 2008 through September 2009

COST DESCRIPTION	STRATEGY 1 (Social Marketing)	STRATEGY 2 (Social Norms)	STRATEGY 3 (RHRD)	TOTAL BUDGET
PERSONAL SERVICES				
Salaries & Wages	5666	5666	5666	16998
Employer Paid Benefits	1617	1617	1617	4851
SUPPORTING SERVICES				
Communications:				
Internet	333	334	334	1000
Telephone	200	200	200	600
Occupancy	1000	1000	1000	3000
TRAVEL/TRAINING/MEETINGS				
Travel In-State	400	400	400	1200
Travel Out-of-State	1666	1667	1667	5000
Training Costs	0	2000	1046	3046
Miscellaneous Meeting Exp.	666	667	667	2000
SUPPLIES				
Consumable Supplies	200	200	200	600
Commercial Printing	800	800	0	1600
Publications Purchased	500	500	0	1000
ADVERTISING/MEDIA COSTS	2000	2000	2000	6000
EQUIPMENT RENTAL				
CONTRACTUAL SERVICES (please describe)				
1. Fiscal	2000	2000	2000	6000
2. Wysac	1206	1207	1207	3620
3.WYPTAC	1930	1931	1931	5792
OTHER COSTS (specify)				
A. Indirect	3000	3001	3001	10000
B. Background Checks	0	0	100	100
C.				
TOTAL				72407

